The talk discusses behavioral design that emerged after World War II, in the context of educational reforms and newly founded design departments in the U.S. While Herbert A. Simon and B.F. Skinner stressed the significance of psychological and cognitive research on social behavior, the University of Illinois ran the first computer assisted instruction system, and designers like Harold Cohen, Richard Buckminster Fuller and John McHale designed prototypes of learning environments on all scales – from Kindergarten education to global simulations. This merging of design and behaviorism into new technologies can be understood both as a concrete historical constellation and as part of larger political technologies.

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